

## White Label OLIVES

Large, juicy, firm and delicious. The choicest Queen Olives, picked right, packed right and so taste right.

Ask Your Grocer For Them



**Toast Without Fire**  
Dainty cooking right on the Dining Table with the Electric Toaster Stove.

The Hawaiian Electric Co., Ltd.

"Goin'?" "Nope—Been!"

To wish yourself miles away is to be half way there when you own an **R. S. Motorcycle**. To start is to see yourself safely back.

An **R. S.** multiplies the earning power of every man and machine on the farm. It saves the horse for the plow, the wagon for work. The

### R. S. Motorcycle

is simplest in construction, mightiest in power, reasonable in price, costs little to maintain, always ready, infallible in service. Worth of gasoline will carry you from 20 to 50 miles. The new **R. S.** combination tank holds fuel for a 200 mile trip. Come in and see the machine and let us demonstrate its superior points.

See the agents for RENOWNED READING STANDARD BICYCLES.

E. O. HALL & SON, Ltd.

Sole Agents, Territory of Hawaii.

**LOTS IN FRUITVALE**  
**One Cent Per Square Foot**

Or a trifle over for home sites of more than one acre each, adjoining the celebrated Pu-kele Homesteads in **PALOLO VALLEY**, ten minutes' walk from the car line.

These lots are adjoining the beautiful homes of Owen Williams, William A. Rideout, Charles J. Schoening, Edward F. Patten, and others.

The rear of these lots extends to the hill slopes, from which grand views are to be had. Correct soil for all kinds of fruit.

Let me show you this property.

\$500 per acre and up.

Map in my window.

**Chas. S. Desky**

FORT STREET

**F. E. DAVIS & CO.**

Merchandise Brokers

Nuuanu and Merchant Streets

READ THE ADVERTISER

## BIG CHANCE FOR JUICE

Secretary Wood Gives Optimistic Report on Boardwalk Venture.

The report on the installation and expense of the Hawaiian exhibit at Atlantic City, rendered by Secretary H. P. Wood of the promotion committee to Chairman G. Fred Bush, and presented at yesterday's meeting of the committee, follows:

Honolulu, August 26th, 1910. Mr. G. Fred Bush, Chairman, Hawaii Promotion Committee, Honolulu. Gentlemen:—I regret that my report of the work at Atlantic City has been delayed by reason of a pressure of chamber of commerce and promotion committee business.

As you are aware, the undertaking and carrying on of this most valuable advertising scheme was made possible by the contributions of the following named pineapple companies in the amounts set opposite their names: Hawaiian Pineapple Company, \$6,300; Hawaiian Development Company, 6,300; Haiku Fruit and Packing Company, 1,400.

a total of \$14,000.

In company with Mr. Loyd Childs, I left for the mainland by the steamship Lurline, sailing March 16th. Upon my arrival at Atlantic City, I looked over the ground carefully, selecting the vacant store in the Marlborough-Blenheim Building, corner Ohio avenue and Boardwalk. The location is in the center of the larger and more exclusive hotels and, if not the best, was certainly the most desirable available at that time. No time was lost in an effort to get things in readiness for business but it was not until May 19th that we were able to open our doors to the public.

Mr. F. J. Vierra had come on with the quintet of Hawaiian singing boys he had so carefully selected. The room had been tastefully fitted up; attractive electric and other signs told the passerby what the place was. Our windows had attractive displays and from the very first the Hawaii Exhibit took its place as the most attractive exhibit on the Boardwalk.

Our curio department proved attractive; the articles displayed meeting with a ready sale. The information booth seemed to be just the thing needed to bring Hawaii's attractions and opportunities to the attention of the eastern people and was a success from the beginning. The interest of the visitors, however, was mainly centered in our canned pineapple and Dole's pineapple juice.

There is no doubt that the work we have inaugurated at Atlantic City will be the means of introducing the Hawaiian canned pineapple into many thousands of homes throughout the eastern part of the United States. A great many housekeepers told Mrs. Wood, who gave her services every day for nearly three months from early morning until midnight, that in the future they would not attempt putting up pineapples, as the Hawaiian canned fruit was so much better than anything they had ever been able to can.

### Will Pay the Planters.

The exploitation of the canned pineapples alone will, in my opinion, eventually pay the planters many times over for their investment.

Perhaps, however, our greatest success was in creating a demand for pineapple juice. Since opening the exhibit, we have served probably twenty thousand people with this delicious beverage from every State in the Union, practically from every county and city. Inasmuch as it was a new drink, we kept a careful watch on this department; our salesman was instructed to make a memorandum of all comments and when able I gave my personal attention to the supervision of this department.

The juice of the ripe pineapple has been freely recommended by the medical fraternity for some time for stomach and throat troubles. The people generally were informed as to its valuable properties and were uniformly delighted with the drink.

We found that the juice needed to be served very cold. We also ascertained that the product, as supplied us by the Hawaiian Pineapple Products Company, was thoroughly satisfactory. Occasionally some person expressed the opinion that the drink would be better if sweeter, but fully ninety-five per cent. of our patrons stated decidedly that, in their opinion, the pure unsweetened product served could not possibly be improved, and we soon had many regular patrons, who came in two and three times a day during their stay at Atlantic City. Several stated that they had previously taken grape juice but having tried both thought that pineapple juice was the more delicious beverage besides being so healthful.

### Pineapple vs. Grape Juice.

One of the largest manufacturers of grape juice has an elaborate booth on the Boardwalk, which they maintain as an advertisement at an expense of several thousand dollars per year. A close watch of their place convinced us that, though their location was the best as far as the summer crowd was concerned, we sold fully ten drinks of pineapple juice to their one of grape juice.

Our work at Atlantic City has unquestionably established the fact that there is going to be a pure pineapple juice. What we have accomplished in this respect is worth more to Hawaii than the entire cost of the exhibit, for I firmly believe that, within the next five years, we will be sending out more pineapple juice than canned pineapple by a very large valuation.

Thus far our expenditures amount to about as follows:

Rent (for year), \$6000; transportation, \$1400; music, \$1200; wages, \$1800; expense (general), \$1000; freight, \$1000; merchandise (exclusive of pineapple and pineapple products), \$2000; Asbury Park, \$1000; fixtures, \$1000; electric lights and signs, \$800.

The 1911

# Chalmers

## MOTOR CARS

A Triumph of Initiative Rather Than Imitation

### 1911 Chalmers "30"

In length of wheel base, type of motor, spring comfort and price, the CHALMERS 1911 remains the same. In point of refinement, finish and luxury it is much advanced—thus giving more than ever before for the same price. Proved by every test, practical and theoretical, the CHALMERS Car today remains the **WORTHIEST** car built in America for a moderate price.

In the manufacture of automobiles **BRAIN POWER** counts for more than **HORSE POWER**. Designed by one of the greatest of automobile engineers, the 1911 CHALMERS, detail for detail, is the result of far-sighted initiative and executive ability to the extent that the CHALMERS HAS NEVER COPIED COMPETITORS, while THEY HAVE ALL COPIED THE CHALMERS.

As a marked tribute to foresight in construction, the CHALMERS will not be "radically changed" or "practically a new car" for 1911, as so many of its competitors are. To be sure there will be changes, but these are simply along advanced lines of refinement, efficiency and luxury.

Many of the principles initiated by CHALMERS BRAINS two and three years ago are being adopted by competitors for the **FIRST TIME** in 1911, but here again the CHALMERS leads because in the CHALMERS these principles are proved. Because of these things, and besides these things, the 1911 CHALMERS will give added grace of line, beauty of finish and luxury in equipment at the same price.

**POWER.**  
More power is delivered to the rear wheels than any other car of its size—proved by winning the Glidden tour and many races with stock cars.

**CYLINDERS.**  
The En Bloc mode of cylinder casting adapted by the Chalmers with gasoline manifold integral—remains the same—with envied success.

**NOISELESS.**  
The motor principle unchanged, but the valve springs are now encased and noiseless. All the motor manufactured in Chalmers factory.

**LUXURY.**  
Chalmers comfort has always been known—luxury is all that could be added. All tops are specially made and fitted in the Chalmers factory. The upholstery and trimmings are of the finest. All door handles, locks, etc., are massive and beautiful. All models are given the same number of coats of fine paint and varnish as the five and six thousand dollar cars.

**DOUBLE IGNITION.**  
The same high-priced, high-grade double ignition system, with Bosch magneto and Heinz coil, always on the Chalmers, but more protected and simplified. Notice how others are following our example of two years ago.

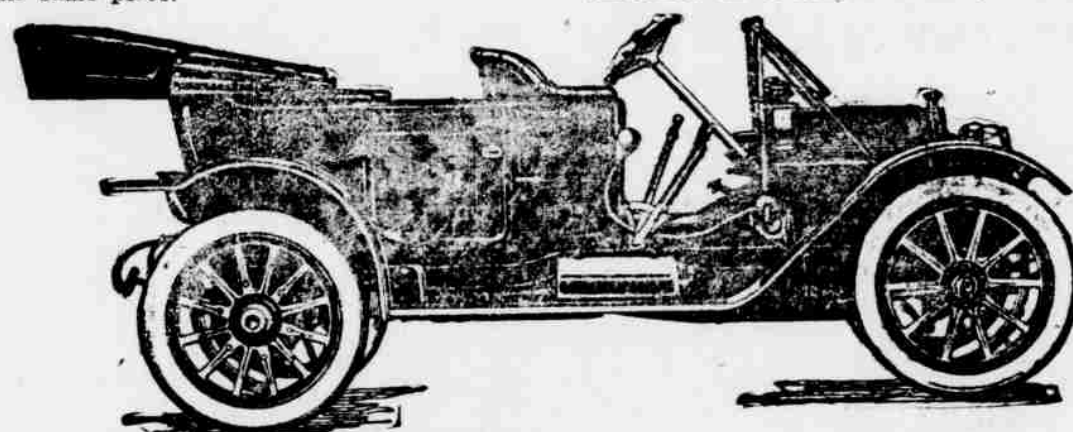
**LUBRICATION.**  
Chalmers constant level splash

**PRICE \$1,500 f. o. b. Detroit**

**TOURING CAR AND ROADSTER.**  
**SEMI-TORPEDO PONY**  
**TONNEAU**.....\$1600  
**COUPE**.....2400  
**LIMOUSINE**.....3000

Made in 40 h.p. also.

(Licensed under Selden Patent.)



Chalmers "30" Touring Car \$1500

115 inch wheel base, 34 inch wheels. Will carry five in perfect comfort under all conditions. Tonneau has been lengthened and made wider on front line of rear seat.

Winner of the 1910 Glidden Tour

Talk to the Man Who Uses One

# ASSOCIATED GARAGE, LIMITED

Dealers in Motor Cars

Our receipts from sales from May 19 to August 7, date of last report, being as follows:

Cigars, \$1342.77; pineapple, cans \$260.05, plates \$493.55; juice, bottles \$209.30, glasses \$701.35; total, \$3007.02, or an average of \$37 per day.

At the close of the rush season October 1, I will have an account of stock taken and will then be able to submit a statement, which will permit you to determine as to the advisability of carrying on the work another year from March 1, 1911, when our present lease expires.

### Boardwalk Finances.

We owe for merchandise purchased in Honolulu and to Mr. Bonine about \$1000 all told, being indebted as well to the promotion committee for advances of about \$1400. This can not be paid from our funds at Atlantic City, as we shall need all available there on September 15 to pay for return fares of the singing boys, though it is just possible that this expense may be avoided, as Mr. Childs will close up at Asbury Park the second week in September, and a plan is now on foot for Mr. Childs to cooperate with one of the Southern Pacific lecturers now in the East, placing before the public an illustrated talk on trans-Pacific travel and using our boys as one of the attractions. When in San Francisco, on my way home, I placed this matter before Mr. James Horsburgh, general passenger agent of the Southern Pacific, and Mr. A. G. D. Kerrell, general passenger agent of the Pacific Mail Steamship Company. Their interest was aroused and I am hoping to hear by an early mail that these transportation companies have entered into an arrangement with Mr. Childs for his services and the services of the singing boys, along the lines specified.

### The Singing Tabu.

Upon getting things well started at Atlantic City, I went up to Asbury Park—which is but an hour from New York—with Mr. Childs and, after looking over the situation, decided upon

an advertising campaign at that point as well, of which Mr. Childs has the entire charge; Mr. F. J. Vierra being left at Atlantic City as assistant manager. We have about \$3000 invested in this venture, including cash advances and stock, and when the management of the Marlborough-Blenheim shut down on our singing, the boys were transferred to Asbury Park. At this place our main attraction is the singing and, during the evening, talks on Hawaii, accompanied by moving pictures of scenes in the Islands. For this we charge a small admittance and believe that we are going to secure some effective advertising in a most desirable locality, and that, at the end of the season (September 15), there will be a profit from the venture. Mr. Childs deserves great credit for the splendid way in which he has managed this branch of our work.

After being in Atlantic City but a short time I realized that the attendance at our room that had been expected would not be realized. At Seattle the Hawaii Building was a part of the exposition, and no one entered the gates who did not visit our exhibit. At Atlantic City, especially during the summer seasons, the thousands of people thronging the Boardwalk are more interested in the public parade and the beach than anything else, but a small percentage taking any interest whatsoever in the exhibits or shops. Yet all going by are likely to see our place and an increasing number constantly drop in to look about or purchase.

We incurred a number of expenses which we now know to have been unnecessary, and could have accomplished our purposes, had we but known the ones, at a saving of several thousand dollars.

### Next Year's Estimates.

I would estimate the cost of continuing the exhibit for another year from March 1, 1911, as follows: Rent, \$2000; light, \$2500; salaries, \$3000; advertising, \$2500; sundries, \$450; inspection, \$500. A total of \$10,500, or about \$200 per month.

system—designed in Chalmers factory, but copied by others—shown on the dash by the Bulls-eye Sight Gauge.

**FRAME COPIED.**  
The famous Chalmers frame is simply improved by adding 2½ inches drop, while others are adopting it for the first time.

**BRAKES.**  
The brakes—always good—are improved.

**STANDARD TRANSMISSION.**  
Three speeds forward and one reverse—selective type, sliding gear. New style foot accelerator pedal.

**DRIVE.**  
Direct shaft, with two universal joints running in oil.

**CLUTCH.**  
Bronze and steel multiple disc.

**WHEELS.**  
Thirty-four by four inches.

**FINISH.**  
New straight-line body—deeper seats, finer finish—wood trimmings of black walnut—all handles, moldings, etc., shapely and massive.

Richelien Blue—gray gear and wheels or cream gear and wheels. Solid—Clear running boards with concealed supports; larger doors.

Battery boxes taken from running boards and placed beneath tonneau floor away from tampering and injury.

Large size pump and tool box, easily accessible.

We will have all our allotment fully equipped at factory with: Top (Chalmers), special glass front, magneto, new design lamps, Prest-o-Lite tank, horn, Warner auto meter, robe and foot rails, tire holders, baggage carriers, tools and pump.

(Licensed under Selden Patent.)

C. BREWER & COMPANY, LTD.

### AGENTS FOR THE

Royal Insurance Co., of Liverpool, England.  
London Assurance Corporation.  
Commercial Union Assurance Co., Ltd., of London.  
Scottish Union & National Insurance Co., of Edinburgh, Scotland.  
Caledonian Insurance Co.  
The Upper Rhine Insurance Co., Ltd. (Marine).

**This Papers** is kept on file at THE DAKA ADVERTISING AGENCY, INC., 427 South Main St., Los Angeles, and 12 Geary St., San Francisco, where contracts for advertising can be made for it.

The question of value of our stock of canned pineapples and pineapple products, furnished by the different companies, has not been alluded to, but is known to the parties interested and will appear in our statement of October 1, when we will have full returns from Asbury Park and a complete inventory of stock at Atlantic City has been taken.

As stated previously, the attendance and consequent receipts have been disappointing, but the value of the advertisement can not be questioned, and I believe that, as we are now running the place at a minimum cost, the investment can within a year's time be put on a dividend-paying footing—that is to say, that it will pay from fifteen to twenty per cent on the amount invested, besides continuing to advertise Hawaii throughout the East as nothing else can.

I enclose herewith copy of letter from F. J. Vierra, dated August 9; also copy of sales sheet for week ending August 7, which shows a very large increase in sales of sliced pineapple and pineapple juice, especially of the latter, which averaged about two hundred and fifty glasses per day.